In	the	United	States	Patent	and	Trademar	k Œ	ffice
Serial	No.:	09/507,50	)9	Docke	et No.:	17	7200-0	20CT2
Filed:		02-18-200	0	Conf.	No.:	8064 Art	: Unit:	2159
Appli	cant(s)	: Jay S. Walk	er, et al.	Exam	iner:		Burke,	Jeff A.
For:		Conditiona	al purchase	offer mana	gemen	it system		

Mailstop RCE Commissioner for Patents P.O. Box 1450

Alexandria, VA 22313-1450

## AMENDMENT AND RESPONSE

Sir:

Further to the Non-Final Office Action dated January 26, 2010 (hereinafter "Office Action"), the Notice of Appeal dated July 23, 2010, in view of the concurrently filed request for Request Continued Examination ("RCE"), and in view of the following amendments and/or remarks, Jay S. Walker, et al. and/or Attorney(s) for applicant(s) (hereinafter "Applicant") request entry thereof and reconsideration of the above-referenced application.

Amendments to the Claims are reflected in the listing of claims begin on page 2.

Remarks begin on page 15 of this paper.

35 USC § 103 remarks begin on page 16 of this paper.